



Social media to promote the journal Agronomy for Sustainable Development

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► To cite this version:

Marjolaine Hamelin, Eric Lichtfouse. Social media to promote the journal Agronomy for Sustainable Development. Cinquièmes journées du Réseau Médecin - L'édition scientifique publique en Europe: objectif 2020, Apr 2014, Strasbourg, France. 2014. hal-01189922

HAL Id: hal-01189922

<https://hal.science/hal-01189922>

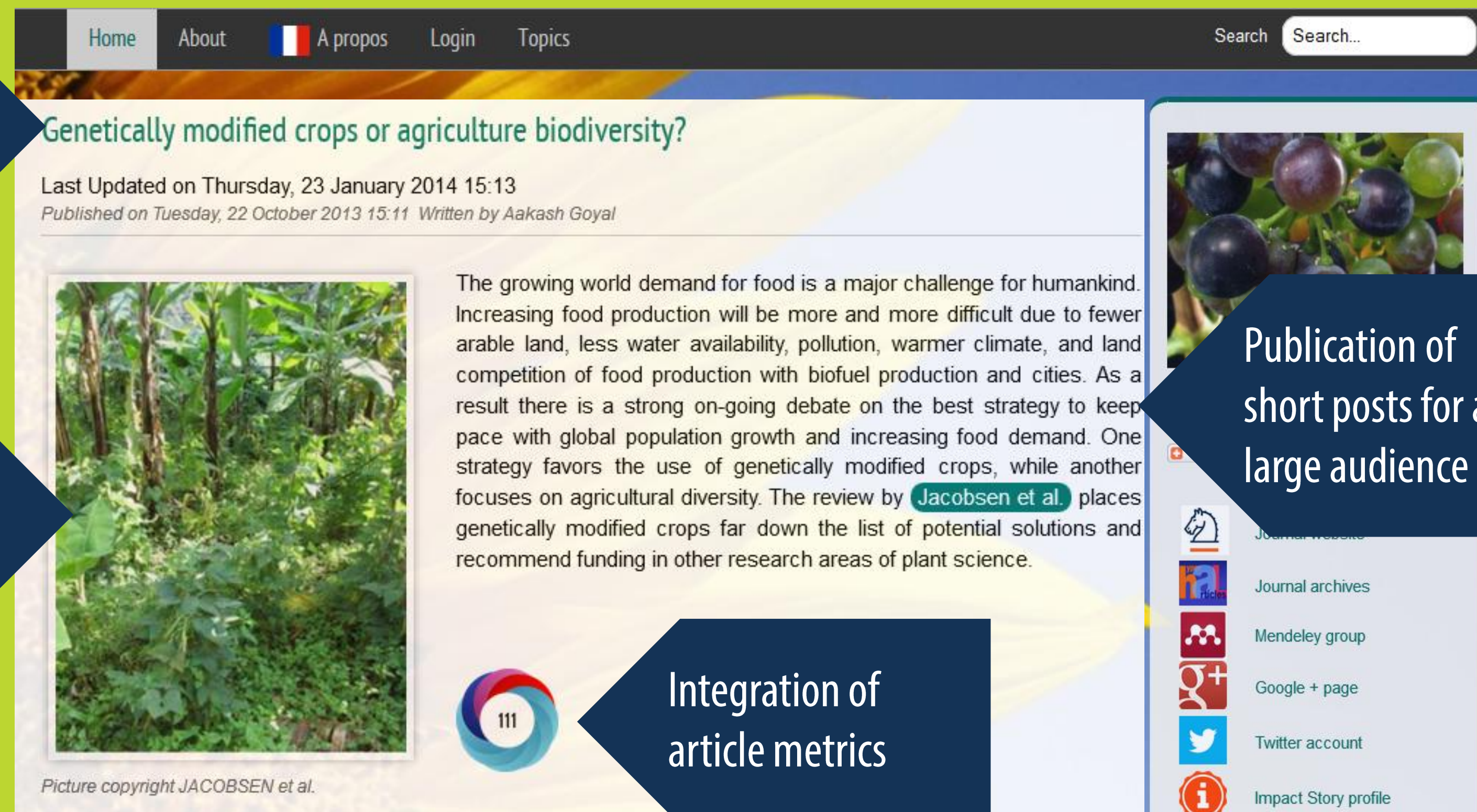
Submitted on 1 Sep 2015

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JOURNAL BLOG



Short titles for a large audience

Communicative color photos

Publication of short posts for a large audience

Integration of article metrics

Inra peer-reviewed journal published by Springer

Agronomy
for Sustainable Development

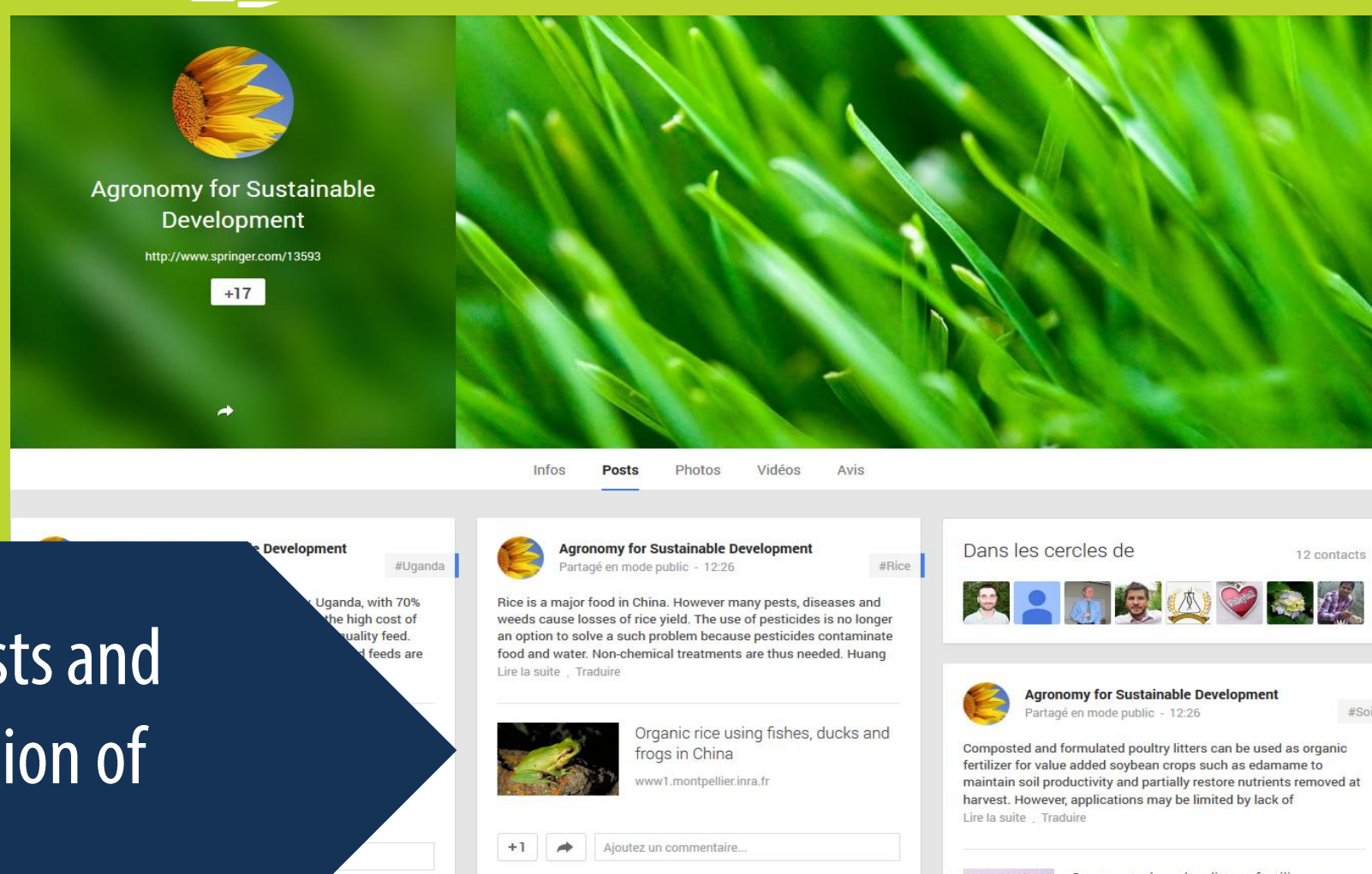


- 60 articles per year (800 pages)
- 4/78 (JCR Agronomy category)
- 2 years impact factor : 3.57

www.springer.com/13593
www.montpellier.inra.fr/agronomy-blog/



GOOGLE PLUS



Links to blog posts and automatic inclusion of photos

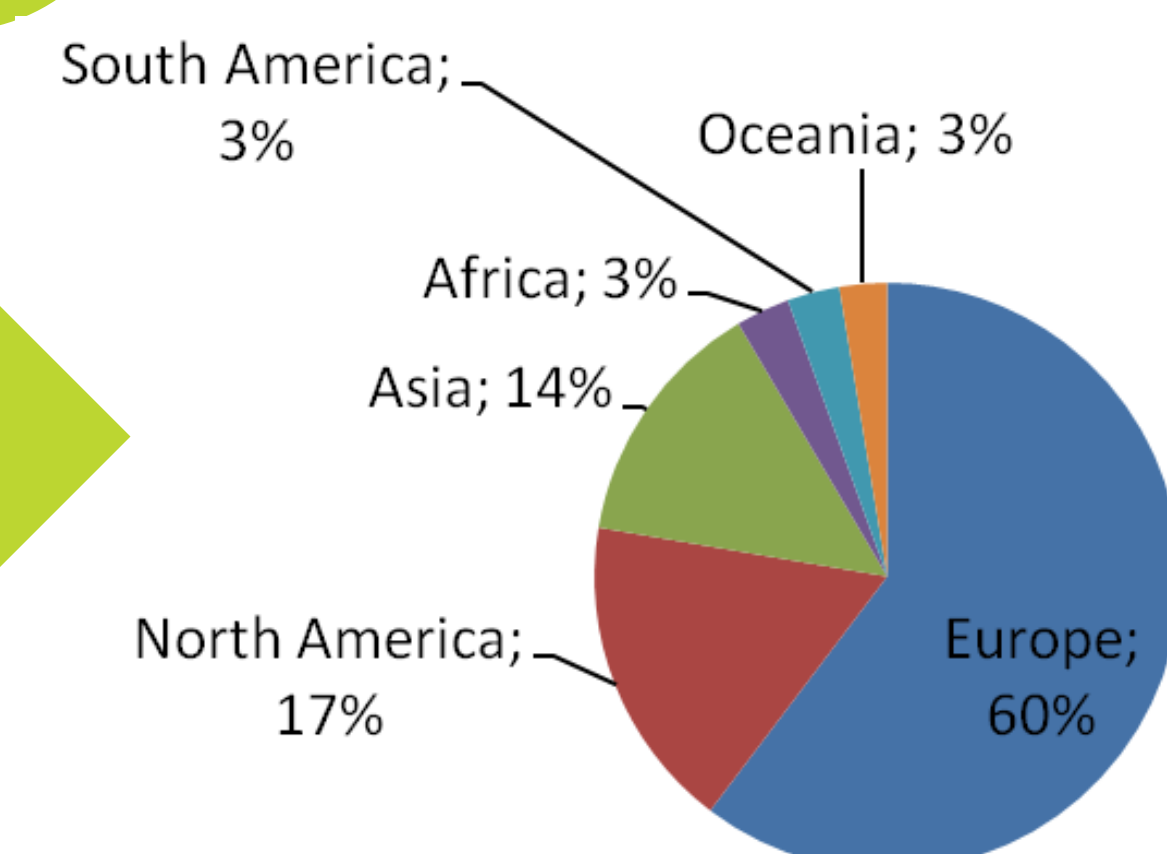


TWEETER



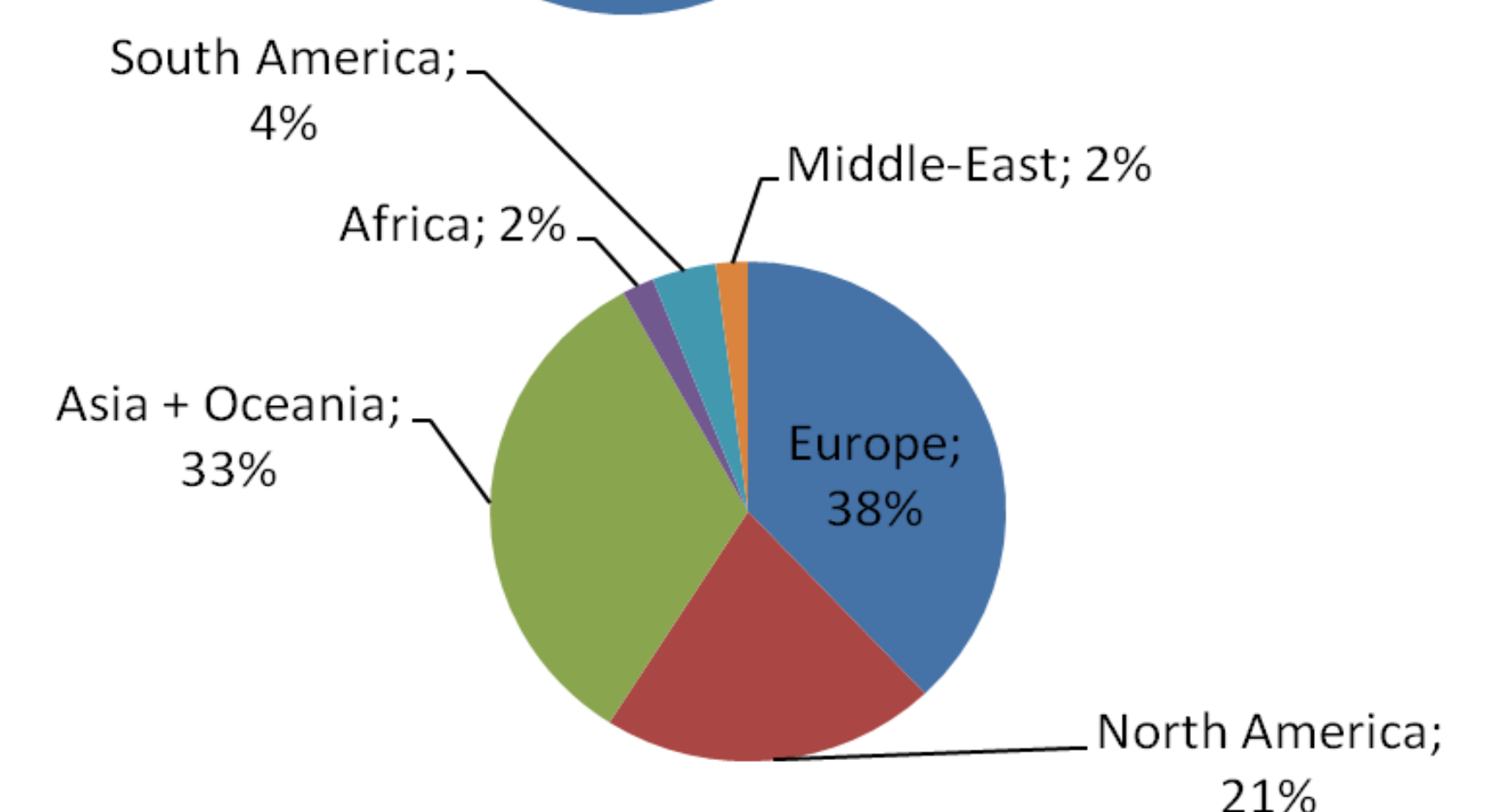
Automated tweet for each blog post

Downloads from the publisher website in 2013

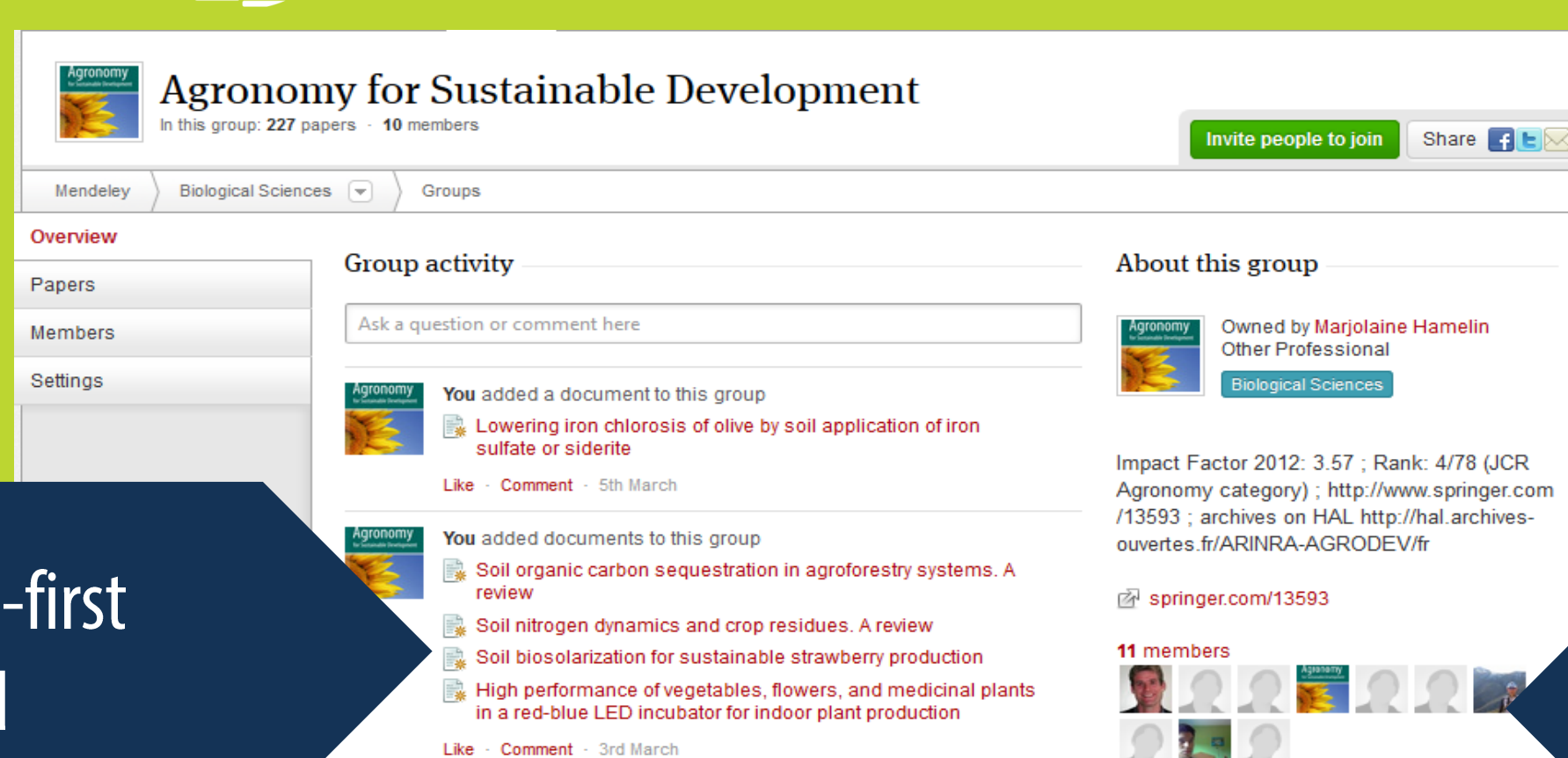


Different consultation patterns according to the source

Blog consultations in 2013



MENDELEY GROUP



Import of each e-first article published

Readers community

Take-Home Message

Scientific publication landscapes evolve **very quickly**. International journals should **enhance their visibility** on the web to be competitive. Social media are a useful tool **to keep the contact** with potential readers and authors. **Images** are also an important **entry point** to articles.

